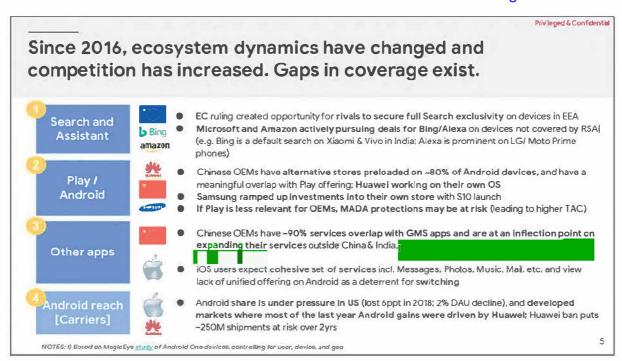
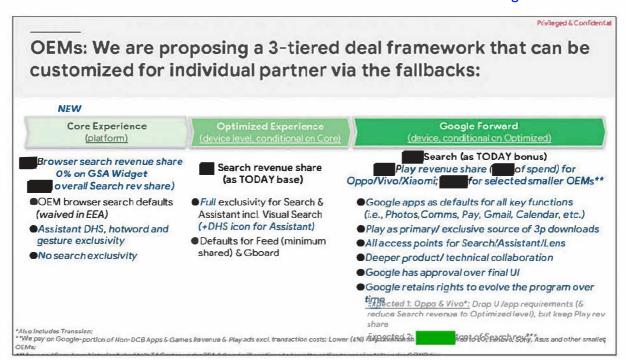
EXHIBIT A

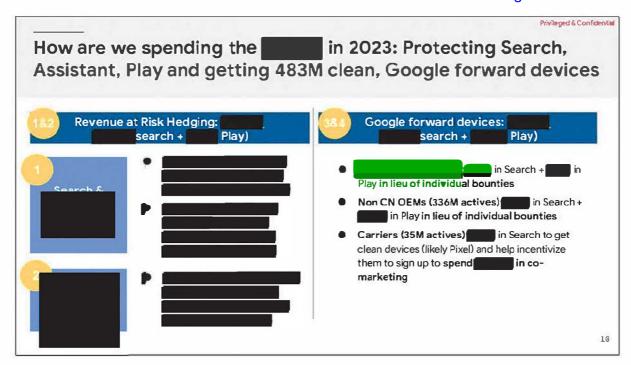
Privileged & Confidential **Executive Summary - We are fine-tuning Android Search Rev** share (ex Samsung) to protect Google from key strategic risks Update: RSA spend and enrollment behind the target we set with 2016 BC approval 2016 BC approval targeted 85% Android base coverage at ~15% of Total Search Distribution Revenue via Android. Due to device by-device nature of the deal, we are (1) not getting protection on some devices and (2) getting very limited traction in the "bonus" tier that is supposed to align OEMs with Google's xPA priorities Since 2016, Android dynamics changed and we have higher exposure of Search and Play revenue than before Chinese OEMs and Samsung are actively investing in creating own app and services ecosystems: Microsoft and Amazon pursuing distribution deals on devices not covered by RSA; and Android market share is under pressure in developed carrier led geos 2023 across Search and Play for carriers and non-Samsung OEMs to secure platform protections for Search, and Play and critical apps protections on more devices Introduce a new platform tier of RSA to secure browser defaults and assistant DHS exclusivity & gesture at scale In 2020 and up to (steady state) in addition to the bonus tier of current RSA to secure Play exclusivity, Android upgrades, and distribution for critical apps (Comms suite, Pay, Pnotos, Gmail, Gcal. Discover suite) of Search & Assistant revenue share to most strategic partners (for total of the form of the strategic partners are strategic partners). carriers) to incentivize clean UI devices with full set of Google apps Note: Total Search Distribution Sevenue via Android Forecast Includes Non-RSA Partner Dist. Rev





OS Upgrades and Play Exclusivity

Google approves the UX/SW experience, subject to change by Google, which today includes: deep integrations for Assistant, Clean UI, Defaults/ exclusivity for Comms, Pay, Photos, News/Podcast, Gmail, GCal)



Strategic

Alians rapidly growing CN OEMs with Google before they pass the pivotal moment in 1P services growth (e.g. Xiaomi generated evenue from 1P services and ads in IN/ID)

Promotes Android and Google by advancing cleaner, more secure, fresher UX

App efficiency

Per device** and operational savings by consolidating standalone bounties:

Xiaomi: GFD is more expensive than app bounties, but adds Play, Clean UI, Photos, Gmail and Gcal protections

LG: savings per device after 2020 (GFD is \$0.1 more expensive vs. app bounties until button deal runs out)

Other non CN OEMs savings per device (incl. HW button)

Additional potential upside (not part of the deal model)

in marketing by carriers (might require additional 1-2 HC to manage)

3-5pts revenue uplift for Google Forward devices via Search & Play

Clean devices are 15-20% more likely to attract iOS switchers